CASIO

CASIO COMPUTER CO., LTD.

http://world.casio.com/

CASIO

CORPORATE REPORT 2013

Creativity & Contribution

Casio's corporate creed is "Creativity and Contribution." This means contributing to society by providing products with innovative functions never seen before. Products with new functions can be useful in the lives of a great number of people and help to move society forward. In other cases, these products can bring enjoyment to many people and drive new cultural trends. Popularizing original new products creates new markets, and promotes the development of various support industries. This is how Casio makes a broad-ranging contribution to society simply by providing outstanding products and services.

Making Something from Nothing— The Casio Way to Create New Value

Since the beginning, Casio has been developing products that provide new value to society. Casio's fast, compact calculator greatly increased office computation efficiency. Then we provided individuals with their own personal calculators, making it easy for everyone to do math. Freed from the time-consuming chore of basic calculations, people could start concentrating on creative thinking. We went on to develop calculation devices with advanced functions, including technological and scientific calculators, contributing to the global culture of science and math.

Over the years, Casio has produced many other groundbreaking products. Casio electronic dictionaries provide a wealth of knowledge and make learning fun. Casio watches have become critical tools for planning and living daily life. Casio electronic musical instruments deliver the joy of playing music to people of all skill levels, and Casio digital cameras make it easy for anyone to capture the unforgettable moments of life. Finally, Casio information systems have helped generate business innovation. All of these products aim to free up people's mental space and inspire creativity. That's how Casio supports the intellectual creativity of humankind.

Our product development approach is all about going from "0" to "1," or in other words, making something from nothing. To provide the world with new value, we set aside conventional thinking and start from "0," continually asking ourselves what people really need. We are also creating innovative business models that leverage services provided across networked Casio devices. Our mission in society is to continually take on the challenge of developing whole new markets.

How do we transform bold new concepts into best-selling products? We creatively apply—and continue to advance—the digital technologies. Next, to ensure that Casio products can be used with confidence, we employ high-precision production lines and perform rigorous testing. Casio will always be committed to the tireless effort to increase quality. We add even more value by building brands that people really enjoy. A good example is G-SHOCK, our globally popular watch brand, which is now celebrating 30 years of success. Finally, we make the most of our global sales network to get our value-added products into the hands of consumers worldwide.

At Casio, we want to be the world's source for relentless innovation. You have my pledge that we will keep envisioning social progress and constantly improve our technologies to make it happen.

President and CEO **Kazuo Kashio**

Connect with Value

Supporting People's Intellectual Creativity

Learning, discovering, expressing, and managing... daily life involves a series of intellectually creative activities. If human potential in these areas could be heightened, the world would surely become an even better place. Casio aims to produce new value by supporting the potential of human thinking. The company will continue to make the most of its powerful digital technologies to provide highly original products and services.

Contents

Learning and Acquiring Knowledge

Wearing Information

Being Creative and Enjoying Self-Expression

Supporting Management

Learning and Acquiring Knowledge

Human growth is driven by curiosity and a desire to acquire new knowledge. Casio supports the human longing to learn by providing products that help people study languages and mathematics more efficiently. With a wealth of high-quality content, Casio electronic dictionaries make it easy for people to access the information they need at school, at home, or in the office. Casio also offers scientific calculators to foster better understanding of various phenomena with sophisticated formulas. Casio never stops seeking to satisfy intellectual curiosity.

- Electronic Dictionaries
- Calculators
- Label Printers

EX-word E-E99
Electronic dictionary with content designed for high school students in China

fx-991ES PLUS
Scientific calculator with natural mathematical display that looks just like the formulas in a textbook

MS-20NC
Calculator with a large, easy-to-read display and a colorful, friendly design

Labemo MEP-K10
Label printer with keyboard that prints memos on sticky tape that can be removed and reattached

KL-820
Label printer with a large display that can print on wide-format tape

fx-CG20
Graphing calculator that can perform regression calculation and graphing

▸ Technology Special Algorithms Enable Calculation of Sixth-Degree Equations with High Accuracy

Using calculation to solve equations is one of the fundamental methods of mathematics. Some are simpler than others. For example, the quadratic equation, $X^2 - 2X - 3 = 0$, has two solutions: X = -1 and X = 3. This can be figured out with a simple, well-known method, but for quartic (fourth degree) or higher-degree equations, complicated calculations are required to find the solutions.

Casio graphing calculators can find high-accuracy solutions to sextic (sixth degree) equations such as $X^6 - 6X^4 + 12X^2 - 8 = 0$. When simultaneously calculating multiple solutions where the decimal places continue to infinity, higher accuracy is achieved when all of the solutions can be precisely calculated to a greater number of decimal places. Casio has equipped its graphing calculators with the latest high-degree-equation algorithms. The calculators can find solutions to about 10 digits (maximum number of digits is double conventional model capability) for general quartic to sextic equations, which are often seen in high school math textbooks. As a result, the ability to determine multiple roots (same value solutions) has also been dramatically improved.

$x^6-6x^4+12x^2-8=0$

Solutions	Regular algorithms	Latest high-degree-equation algorithms
	1.414216334…	1.414213562… → $\sqrt{2}$
	1.414216334…	1.414213562… → $\sqrt{2}$
	1.414208019…	1.414213562…
	-1.414203867…	-1.414213562… → $-\sqrt{2}$
	-1.41421841	-1.414213562… → $-\sqrt{2}$
	-1.41421841	-1.414213562…
	Incorrect values	Correct values

Wearing Information

Timekeeping capabilities represent a type of social infrastructure that is essential to daily life. And conversation is an important means of communication to express personal intentions. Casio meets needs in both areas by developing new products that people can use in many different situations in daily life to get or share information. In addition to providing the correct time, Casio watches can expand a person's horizons by providing other information such as compass direction. Similarly, Casio communication tools add value by expanding the frontiers of conversation, for instance by allowing scuba divers to share their excitement underwater.

G-SHOCK
GW-A1100
A shock-resistant watch that withstands vibration and centrifugal gravitational force while providing compass bearings

- Wrist Watches
- Dive Transceiver

G-SHOCK
GB-6900AA/GB-6900AB
Shock-resistant watch that connects to an iPhone or Android smartphone

Baby-G
BGA-170
Tough watch for women with delightful multi-dimensional numerals that illuminate

OCEANUS
OCW-S2400
Radio-controlled solar-powered chronograph with outstanding usability

EDIFICE
EQW-A1200DB
Chronograph with compass function and a dynamic design

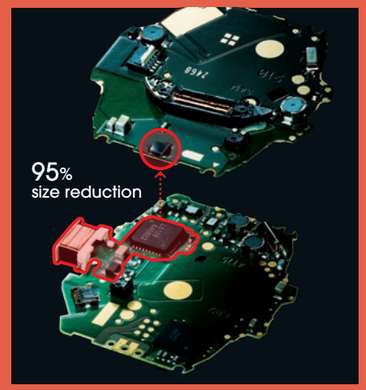
SHEEN
SHW-1507SG
Metal watch for women allowing easy time adjustment to different cities around the world

PRO TREK
PRW-3000
Outdoor watch enabling highly accurate compass bearing, altitude/atmospheric pressure, and temperature readings

Logosease
LGS-RG004
Dive Transceiver allowing scuba divers to enjoy under-sea communication

▸ Technology Creating Innovative Sensors Read the Natural Environment

Casio makes the most of electronics to enhance the functionality of its timepieces far beyond the ordinary. For instance, Casio combined its original sensor technologies to create watches that can read out three types of environmental information: compass bearing, air pressure, and temperature. Not only that, the magnetic sensor for taking compass bearings is now 95% smaller and 90% more energy efficient. The accuracy of the sensor to measure air pressure and altitude was also enhanced. The magnetic sensor is now small enough to install easily in analog watches. Casio combines the tiny sensor with its unique Multi Mission Drive, which enables a single hand to display several different kinds of information. This allows, for example, the hands of a Casio watch to display not only standard functions like time, stopwatch, and World Time, but also compass bearings.



Magnetic sensor now smaller than before

Being Creative and Enjoying Self-Expression

Everyone hopes to achieve self-expression without limitations. That is why Casio works so hard to create products that allow diverse individuals to express themselves without having to acquire special skills. For example, a person might want a camera that lets her capture fleeting, unforgettable moments just like a professional photographer. Someone else might be longing for a piano that makes his performances more elegant, almost like a concert pianist. Casio aims to support every kind of human intellectual creativity.

EXILIM
EX-ZR1000
Digital camera that allows photos to be taken quickly and comfortably from various angles

*Simulated screen image

EXILIM
EX-ZR700
Digital camera with an 18X optical zoom and rapid shutter

- Digital Cameras
- Electronic Musical Instruments

EXILIM
EX-TR350
Freestyle digital camera for taking self-portraits that are even more beautiful

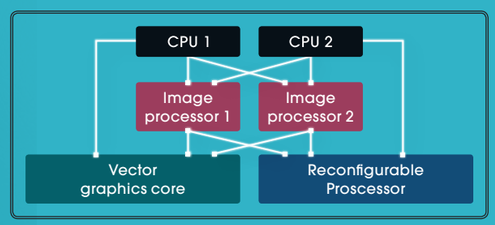
XW-G1
Optimal groove synthesizer for performing club music

LK-127
Electronic keyboard that teaches the user to play with fun key lights

Privia
PX-850
Stylish electronic piano that recreates the sound of a grand piano

▶ Technology High-Speed Image Processing Engine Helps Capture Every Photo Opportunity

To help users capture each and every priceless but fleeting photo opportunity, Casio developed the EXILIM Engine HS Ver. 3, complementing its existing high-speed continuous shooting function. This proprietary high-speed image processing engine enables quick and smooth performance of everything from camera startup to focus and image processing. A dual-CPU and two parallel image processors deliver astonishingly fast performance. The various tasks from image capture to image saving are split between the two processors and can be carried out simultaneously. Immediately after an image is captured, one CPU begins processing the image while the other is ready to capture the next shot. With this tireless imaging engine, users enjoy seamless photography even when they press the shutter again and again.



Supporting Management

Streamlining the frontlines of business in offices, stores, and warehouses helps companies raise operational efficiency and strengthen management. Casio offers highly reliable, richly functional terminals that come with solutions that can help build an even more effective business. Casio products and services leverage IT at the sites where business actually happens to enable clients to strategically manage growing operations in diverse industries.

IT-3100
Handheld printer terminal for issuing receipts

- Handheld Terminals
- Business Tablets
- Electronic Cash Registers
- Projectors
- Page Printers
- System Solutions
- Molds
- Digital Signage

Paper Writer
V-N500
Business tablet terminal that reads handwritten documents

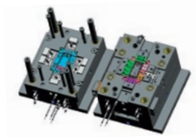
V-R100
Business support terminal that manages customer, reservation, and sales data

IT-300
Compact communication terminal that enables sharing of store information

XJ-H1750
High-brightness data projector with a light source life of 20,000 hours

SPEEDIA
GE6000
High-speed, high-durability page printer that lasts 1.5 million pages

Rakuichi
BX550R
Business system solution that supports sales management, accounting and payroll operations at small and medium-sized businesses

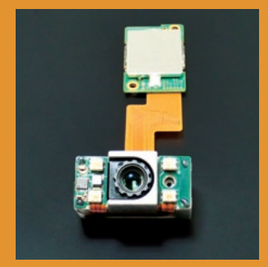


Molds
Metal molds for extremely high-precision plastic molding

CASIO Signage
Highly captivating sales promotion tool for retailers

▶ Technology Rapid Scanning of Bar Codes Regardless of Distance

Teaming with a component manufacturer, Casio developed a business handheld terminal with a compact camera module that uses a high-speed drive for scanning two-dimensional bar codes. Using a liquid lens with no mechanical drive, the module is compact and performs rapid focusing. The terminal offers faster performance by adjusting processing according to distance. This means that bar codes can be scanned quickly and accurately at various distances from the device. Casio developed the technology using its intimate knowledge of the frontline environments where handheld terminals are used.



Camera module with liquid lens

Digital technologies
Making the impossible possible

Energy saving
Smartly operating on little power

Durability
Long-lasting user confidence

Compact size
Compact, slim, lightweight

Ease of use
Easy for anyone to use

Casio's Ever-Advancing Core Technologies

Casio is constantly developing its five core technologies to make it possible to turn groundbreaking ideas into actual products.

Development

Casio's approach to product development is all about creating something from nothing, or going from "0" to "1." Casio employs its creative product planning and design capabilities to conceive new ways to meet consumers' latent needs. Casio's advanced technologies are then put to work to deliver products that provide entirely new value.

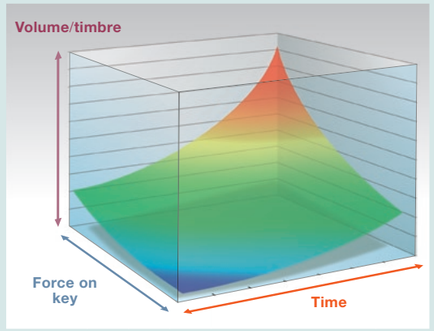
Product Planning

Going Beyond Conventional Thinking—The "0" to "1" Approach to Meeting the Essence of User Need

Casio focuses on the experience that people really want to have with its products. This ensures that the company's product planning is always fresh, as developers even think outside the box of Casio's existing technologies. A good example of this was the development of a new digital camera with a high-speed image processing engine that enables users to press the shutter button at very short intervals. The idea for this new camera came from a frustrating experience that Casio developer Nobuyoshi Nishizaka had one day. He missed the initial moments of his child's first solo bike ride, because his high-speed continuous shooting camera was busy processing images taken an instant before and was not ready for the shutter to be pressed again. He himself had been part of the team that developed the advanced continuous shooting function, but Nishizaka realized the camera could not quite capture certain truly unexpected, now-or-never photo opportunities. Up to that point, the development approach had been to create high-speed continuous shooting that could capture virtually anything. Clearly, it was time to expand the concept. So he went back to the drawing board, aiming to create a camera that anyone can easily use to capture the truly spontaneous, memorable moments of life. This flexibility to think beyond even successful existing ideas—the freedom to consider what is really needed—is the key to innovation at Casio.

The unpredictable, spontaneous, fleeting smile of a child


Nobuyoshi Nishizaka, QV Product Division



AiR Sound Source generates natural changes in tones as they fade away

Technology

Creating New Amazement with Technology That Makes the Impossible Possible

Casio makes the most of its original digital technology to take on the challenge of making the impossible possible—in more ways than one. One example is the Casio AiR Sound Source, which digitally recreates the rich sound and tonal qualities of a grand piano. The harder the player hits the keys, the brighter and more powerful the sound, while a soft touch enables gentle, delicate expression. Not only that, the transitions between levels of hard and soft playing are virtually seamless. AiR Sound Source delivers sound with natural depth by adding three-dimensional sound morphing from the time the note starts until it dies away. This very closely mimics the unique sound of a grand piano, where the wooden case and strings resonate together. High-speed arithmetic processing enables the instant-to-instant simulation of the complex changes in tone that occur inside a grand piano. This would be impossible using a conventional PCM sound system, which uses only pre-recorded samples for each note. Casio keeps pushing the frontiers of digital technology to do the impossible—and digital technology is just one of Casio's core technologies.

Design

Providing Plenty of Style Options—Something for Everyone

Casio uses a design approach called "CMF" for "color, material, and finish." Perfect for creating product variation, this process makes it efficient for Casio to offer a variety of different looks for each model. Designers can give a base model not only different colors, but also a wide range of material textures and surface finishes. With G-SHOCK watches for example, special printing or metallic treatment on the plastic base material gives each design a unique feel, which would be difficult with actual metal or natural leather. For watches, the CMF approach is reflected not only in the hands and dial, but also in the watchband, to provide each watch with its own strong personality. Customers love to express themselves by choosing the Casio product that best fits who they want to be. This is yet another way that Casio creates new value.


Recreating the texture of leather materials with a special surface treatment

Quality Policy

No matter how great the performance specs of a product may be, ensuring superior quality is still the key to customer confidence. From the initial engineering phase to the release of the final product, Casio takes great pains to ensure there are no compromises on manufacturing quality.

Engineering

Ensuring High Reliability with Repeated Testing, Starting in the Engineering Phase

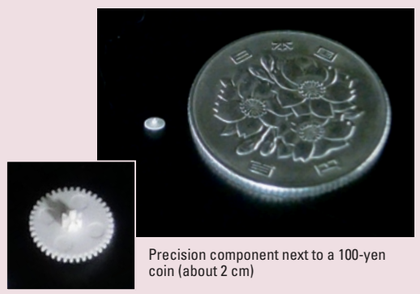
In order to improve product quality, engineers carry out repeated performance testing on prototypes in the initial engineering phase. Casio thoroughly tests product performance in diverse environments by measuring resistance to drops or falls, vibration, light, and saltwater. Testing is conducted under high and low temperatures, and in dry and humid circumstances, and the effects of a power failure or static electricity are also checked. Take for example the DT-X8 handheld terminal, which is often used high above the warehouse floor. In order to ensure it could withstand a drop from three meters, engineers incorporated shock-absorbing material and took extra steps to reduce product size and weight. Casio tested the product using its own drop-test equipment to see whether the handheld terminal could withstand the rigors of actual usage environments. The product's dust and water immersion resistance was also tested. This shows how Casio strives to create products that are reliable in every way. Not relying only on theoretical tools such as blueprints and simulations, Casio engineers conduct thorough physical performance testing. Only after the engineering process has secured the quality it takes to ensure that customers will be able to use the product confidently for a long time, is the product drawing sent on for manufacturing.

A custom-made drop tester at Casio (350 cm automatic lifting type)

Precision Part Processing

Processing Tiny Components with Micron-Scale Precision

Product quality cannot be increased without improving the precision with which each tiny component is processed. At Casio, plastic components are created in molds poured under strictly managed conditions. These molds are not permitted to vary from engineering specifications by more than one thousandth of a millimeter. These precision requirements are understandable, considering, for example, the tiny hard-plastic gears used in the movements of Casio analog watches. The smallest of these gears measures only about 2 millimeters in diameter, and the diameter of the shaft protrusion, which receives the rotational force, measures a mere 0.6 millimeters. To ensure that the gears turn smoothly, the outer edges have a series of fine teeth. If the meshing of these teeth is too loose or too tight, then the product will not perform with high quality. Casio employs its high-precision processing technology to make components that keep its products operating properly, and lasting for years. That's what Casio customers count on.



Precision component next to a 100-yen coin (about 2 cm)

Manufacturing

Operating an Uncompromising Global Production System

The Casio plant in Yamagata, Japan, has a premium production line that makes only the high-end, flagship models in the OCEANUS, G-SHOCK and PRO TREK watch brands. Even on the automatic assembly line for precision analog watch movements, the goal is nothing short of zero defects. The company uses special machines that accurately incorporate the tiny components, followed by inspections based on image recognition. Then, top certified personnel with specialized skills put the watches together at the final stage. These experts are responsible for the subtle positioning adjustment of the watch hands, a job that still requires a human touch. Behind these high-quality Casio products is a manufacturing method that combines the accuracy and efficiency of cutting-edge equipment with the finest human sensibilities. Casio has transferred the spirit of craftsmanship and manufacturing expertise it has developed in Japan to its production sites in other countries. They maintain the same high level of product quality. At a new Casio plant in Thailand, for example, a clean room environment has been adopted for the molding line for plastic components to strictly control process contamination. The plant has built a stable mass production system that reliably turns out high-quality products.

Premium production line in Yamagata, Japan

Plastic molding line in Thailand

Environmental Performance

Casio creates its products with respect for the planet we all live on. Accordingly, the company is working hard to reduce the environmental impact of its various business processes. Casio is determined to help build a more sustainable world for future generations.

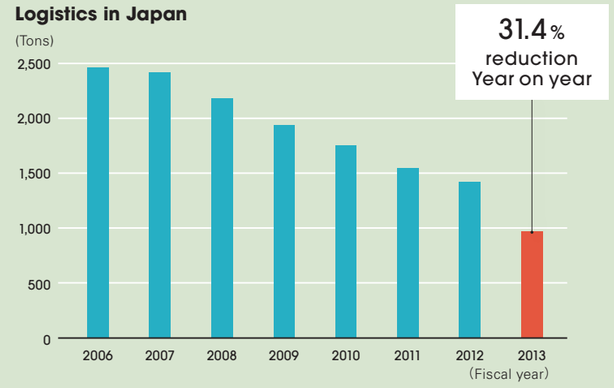
CO_2 Emissions Reduction

Lowering CO_2 Emissions from Logistics

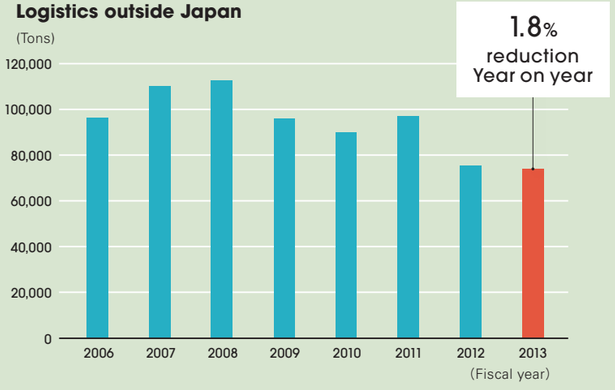
Casio strives to reduce the environmental impact of its logistics activities through measures such as shortening transport distances and streamlining product packaging. Freight transportation distances have been shortened through the consolidation of distribution centers in Europe and Japan. The company is also undertaking a modal shift from road to more environmentally friendly rail, thereby greatly reducing CO_2 emissions during shipment. For electronic dictionaries, Casio eliminated the packaging tray, thereby reducing the volume of the product box. With digital cameras, the number of pages in the user manuals was reduced by providing detailed information online instead. Through these initiatives, product loading efficiency in shipping containers was improved. The implementation of CO_2 emissions reduction measures in and outside Japan has yielded steady results.

■ **Reduction in CO_2 emissions in and outside Japan**

Logistics in Japan



Logistics outside Japan



Recycling

Using Recycled Plastic in Calculators

Casio employs various recycled materials in its manufacturing. For example, it makes calculators that comply with Japan's Law on Promoting Green Purchasing, which requires public agencies to select and purchase products with minimal environmental impact. Casio uses externally procured 100%-recycled plastic for the body cases and battery compartment covers of its calculators. Some recycled plastic is also used to manufacture its cash registers, electronic musical instruments and other products. Casio values precious resources and promotes environmentally friendly manufacturing.

Product that complies with the Law on Promoting Green Purchasing, and recycled plastic material

Chemical Substance Evaluation

Ensuring Complete Legal Compliance

Countries worldwide have passed laws to regulate chemical substances contained in electrical and electronic products. The Casio Green Procurement Standards have been implemented based on the applicable laws in and outside Japan, including RoHS, REACH, and Japan's Chemical Substances Control Law. The company's materials purchasing departments ensure that its suppliers of parts and materials are in complete compliance with the standards, which reflect the latest laws and regulations. The development and engineering departments use a database to check whether all parts and materials that make up Casio products meet these same standards. Furthermore, the manufacturing plants also check whether the parts and materials used in mass production pass the criteria. Accordingly, Casio products only contain parts and materials that meet the company's own strict standards.

Thorough chemical substance evaluation at a plant

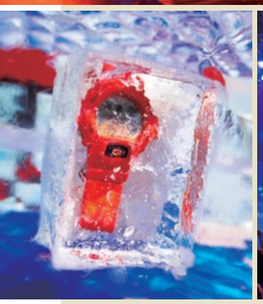
Communication

Providing new value through products and services and maintaining dialogue with customers to help them realize lifestyles that are more fulfilling and convenient than ever—these are the goals of all of Casio's efforts to communicate with customers.

Shared Awareness

"SHOCK THE WORLD" Events Share the G-SHOCK Worldview

In 2008, Casio began staging "SHOCK THE WORLD" events around the world to deliver the G-SHOCK message. Since the first G-SHOCK watch was released in 1983, the brand has continued to evolve in a tireless pursuit of "toughness." These events seek to convey an attitude of toughness to young people through fashion, music, sports, and art. They promote the appeal of G-SHOCK in a full-sensory experience while sharing the brand's worldview with its fans.



"SHOCK THE WORLD" events promote shared awareness among the world's youth

Spotlight

Promoting Sport

Casio encourages sporting excellence through the funding of professional sports competitions and elite athletes. Since 1981, for more than 30 years, the Casio World Open Golf Tournament has been one of Japan's professional tournaments for male golfers. In April 2013, Casio signed a sponsorship agreement with Ryo Ishikawa. This young golfer has set high goals for himself and now plays on the world stage. Casio identifies with his boldness about taking on challenges. In the United States, a billboard with the Casio logo hangs in Yankee Stadium in New York. These kinds of communication activities also help promote the corporate brand.

Pro golfer Ryo Ishikawa

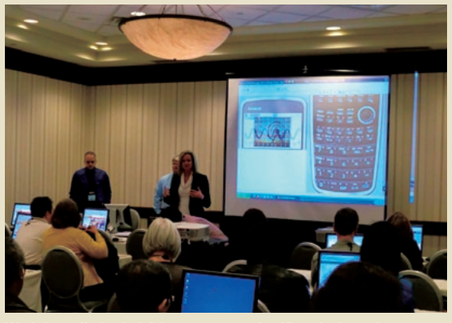
Yankee Stadium

Casio World Open

Support for Education

Promoting the Use of Scientific Calculators in Classrooms

Casio is promoting the more effective use of scientific calculators in math classrooms. By setting up a team to support teachers, and providing opportunities to discuss classroom issues that vary by country or region, Casio is helping teachers to come up with their own solutions. The company also holds workshops around the world on ways to use scientific calculators in the classroom.

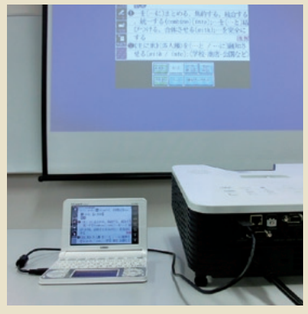


Workshop offering helpful ways to use scientific calculators in classrooms

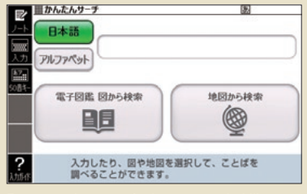
Customer Satisfaction

Listening to Customers to Develop Even More Convenient Products

Customer feedback on products is gathered at customer service centers and through regular surveys. The information is then used to improve and strengthen product features. For example, a teacher told Casio that she wanted to see her electronic dictionary screen displayed on a larger PC monitor. In response, the company developed a function that enables the electronic dictionary to be connected to a projector, allowing it to be viewed on a large screen. Another customer asked for better searchability in his electronic dictionary. Casio responded with a new feature that enables the user to just input a search word to see all the corresponding headwords from all content applications in the dictionary. Through close communication with customers, Casio strives for even higher levels of customer satisfaction.



Electronic dictionary screen displayed with a projector



Easy search screen for better searchability

A Growing Global Brand

Casio began exporting its products from Japan in the 1960s. Today, the company has suppliers and customers all over the world. Building upon the Casio brand and its high name recognition, the company has expanded into many areas of the world with useful products for people's lives.

A Recognized Brand, Trusted Worldwide

Casio has secured and is protecting the trademark rights for its product brands in 193 countries and regions worldwide. In a brand survey* conducted in seven countries (Japan, U.S., Germany, Russia, China, India, and Brazil), at least 94% of respondents in these countries recognized the Casio name, and the average recall rate was over 96.9%.

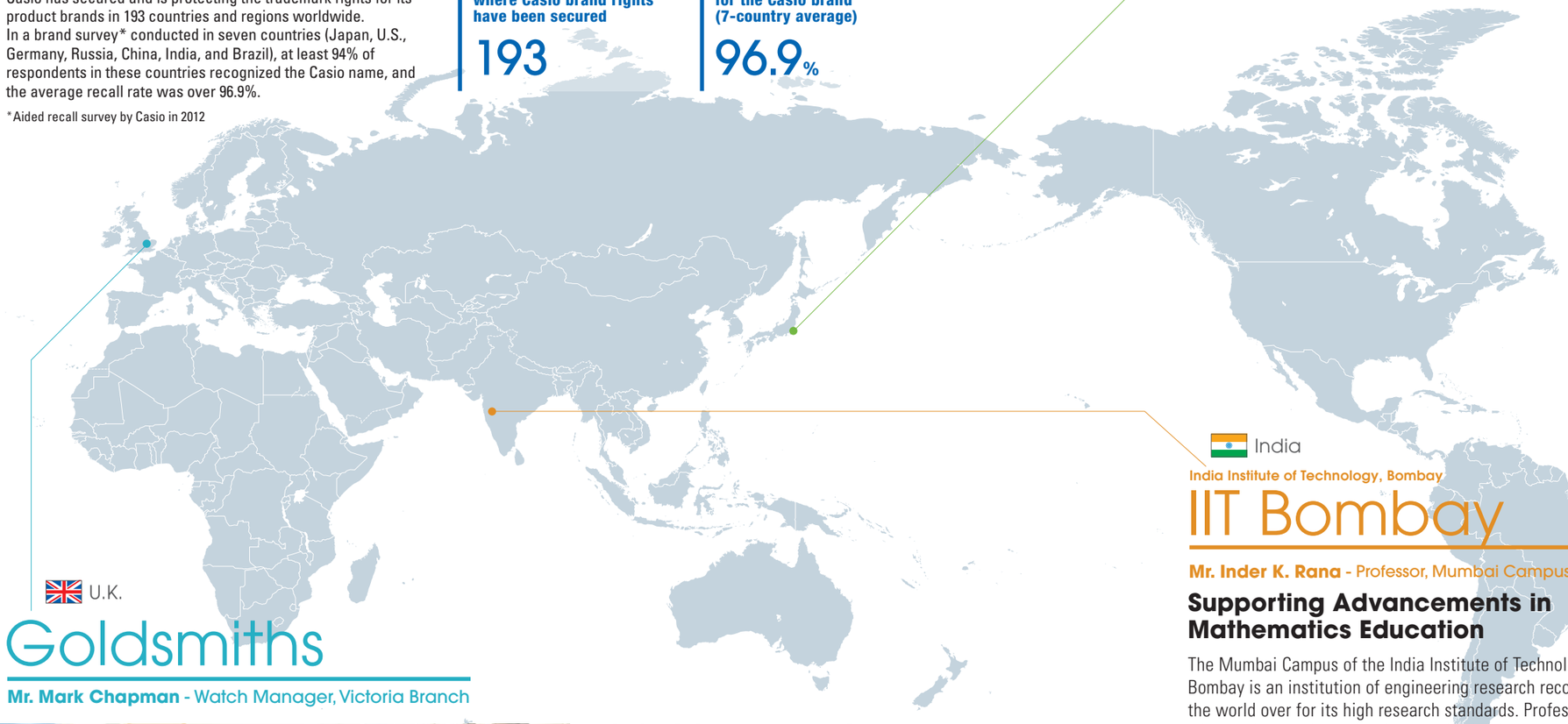
*Aided recall survey by Casio in 2012

Countries and regions where Casio brand rights have been secured

193

Consumer recall rate for the Casio brand (7-country average)

96.9%



U.K.

Goldsmiths

Mr. Mark Chapman - Watch Manager, Victoria Branch

G-SHOCK Attracts Customers with Active Lifestyles

Goldsmiths is a high-end chain of jewelry stores with 117 branches throughout the UK and a history of more than 230 years. The Victoria branch in London features G-SHOCK prominently among its line of Casio watches on display. "Casio has a strong image with a solid history behind it. Everyone has heard of the name Casio and has owned a Casio watch or other product that Casio manufactures," says Mr. Mark Chapman, the Victoria branch watch manager. He gives high marks to the accuracy of G-SHOCK under all conditions and its durability in the face of the most punishing activity. "Our most active customers like all of the innovative functions and the flexibility of G-SHOCK brand watches. Anyone, no matter who they are, can find a watch in the line that suits them perfectly."

India

India Institute of Technology, Bombay

IIT Bombay

Mr. Inder K. Rana - Professor, Mumbai Campus

Supporting Advancements in Mathematics Education

The Mumbai Campus of the India Institute of Technology, Bombay is an institution of engineering research recognized the world over for its high research standards. Professor Rana, who teaches mathematics, is an enthusiastic proponent of using Casio scientific calculators in the undergraduate and grad school classes that he teaches. "This calculator is convenient to handle and has lots of mathematical functions, and it is also easy to use. It allows us to visualize the mathematical concepts we are using. So it helps students better understand what they are learning," says Prof. Rana. Through the "Continuing Education Program" of IIT Bombay, Prof. Rana is implementing "Professional Development & Technology Orientation" workshops for school teachers. Prof. Rana explains, "In these workshops, I also teach school teachers how to use Casio calculators. I believe they are helping advance mathematics education in India."

National Museum of Emerging Science and Innovation

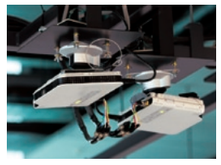
Miraikan

Mr. Makoto Seguchi - Exhibition Development Division, Department of Museum Operations

Japan

Creating a Totally New Experience for Visitors

Located in Tokyo, the Miraikan is a science museum that offers visitors the opportunity to experience advanced science and technology in a fun environment. The museum's permanent exhibit, *Songs of Anagura,* offers an interactive experience based on the theme of spatial information science. It uses sensors that detect visitors' movements and biometrics to create video and song. "The exhibit uses 24 projectors to project the video, and changing the lamps on projectors is a great deal of work. By introducing Casio projectors that utilize an LED-laser hybrid light source that achieves both bright projection and long life, we took care of both operational and cost issues," explains Mr. Seguchi. "I hope to see Casio, a company that is always looking to create new value like the science and technology displayed at our museum, come up with further innovations in the area of projectors."



History of CASIO

1957 Four Kashio brothers start commercial production of the world's first all-electric compact calculator, the 14-A. Casio Computer Co., Ltd., founded.


14-A

1961 Developed and manufactured the TUC, the world's first automatic form output device for offices.


001


TUC

1965 001 transistor-based electronic desktop calculator released.

1966 Export of electronic desktop calculators to overseas markets begins.

1967 European office established in Switzerland, Casio's first business location outside Japan.

1969 Kofu Factory completed in Yamanashi Prefecture.

1970 Casio Inc., a sales subsidiary, established in the U.S.

Casio stock listed on the second section of the Tokyo Stock Exchange.


Typuter

1971 Typuter, the world's first inkjet printer, released.

1972 Casio Mini, the world's first personal electronic calculator, released.


CASIO MINI

Casio stock transferred to the first section of the Tokyo Stock Exchange.


CASIOTRON

1974 Casiotron digital wristwatch released.

1976 Electronic cash register (Σ-50ER) released.

1978 Casio Taiwan Co., Ltd., Casio's first production subsidiary outside Japan, established.


CASIOTONE

1980 Casio Tone electronic keyboards released.


TR-2000

1981 TR-2000 electronic dictionary released.


G-SHOCK

1983 First G-SHOCK shock-resistant wristwatch released.


SL-800

Credit-card sized calculator (SL-800) released, only 0.8 mm thick.

1984 Handheld terminal (DT-6000) released.

1985 China office established in Beijing, Casio's first business location in that country.


QV-10

1995 QV-10, a digital camera with an LCD monitor, released.

1996 Electronic dictionary (EX-word) released.

2000 C303CA, a waterproof, shock-resistant cellular phone, introduced for sale by the IDO/DDI Cellular Group


EXILIM

2002 EXILIM, then the world's thinnest, wearable card-sized digital camera, released.


XJ-350

2003 Casio enters the data projector market with the XJ-350 high-brightness portable projector (A5 size).

2006 Casio achieves total sales of 1 billion calculators worldwide.

2009 Casio achieves total sales of 50 million G-SHOCK watches.

Corporate Overview

Company Data

(as of March 31, 2013)

Name	Casio Computer Co., Ltd.
Headquarters	1-6-2, Hon-machi, Shibuya-ku, Tokyo, Japan
Telephone	+81-3-5334-4111
Established	June 1, 1957
Paid-in capital	¥48,592 million
Employees	11,276 (consolidated)

Directors

(as of June 27, 2013)

Directors

President and CEO	Kazuo Kashio
Executive Vice President	Yukio Kashio
Senior Managing Directors	Fumitsune Murakami Akira Kashio
Managing Directors	Akinori Takagi Hiroshi Nakamura
Directors	Susumu Takashima Yuichi Masuda Kazuhiro Kashio Toshiyuki Yamagishi Makoto Kobayashi Hirokazu Ishikawa Makoto Kotani

Corporate Auditors

Statutory Auditors (full time)	Yasushi Terao Tadashi Takasu
Corporate Auditor	Hironori Daitoku

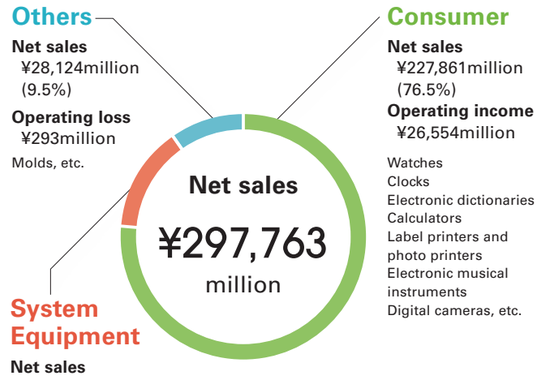
Net Sales and Income

(Fiscal Year Ended March 31, 2013)

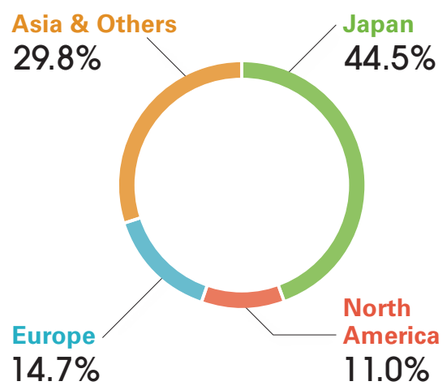
Net sales	¥297,763 million
Operating income	¥20,053 million
Ordinary income	¥19,702 million
Net income	¥11,876 million

■ **Sales and operating income by reporting business segment**

* The consolidated operating income values by segment represent numbers before adjustment (Adjustment amount: -5,506 million yen)



■ **Sales by region**



Connected by Values

Casio respects the unique cultures of the countries where it operates, while also seeking to share regional and global values. Always aiming to support human intellectual creativity, Casio strives to create products and services that provide new amazement and delight to customers.

Group Companies

Japan
Yamagata Casio Co., Ltd.
Casio Electronic Manufacturing Co., Ltd.
Casio Techno Co., Ltd.
Casio Human Systems Co., Ltd.
Casio Information Systems Co., Ltd.
CXD Next Co., Ltd.
Casio Marketing Advance Co., Ltd.
Casio Business Service Co., Ltd.
Casio Communication Brains Inc.
MAS Inc.
PhotoHighway Japan Co., Ltd.

Asia
Casio Taiwan Co., Ltd.
Casio Electronics (Shenzhen) Co., Ltd.
Casio Computer (Hong Kong) Ltd.
Casio (Guangzhou) Co., Ltd.
Casio Electronic Technology (Zhongshan) Co., Ltd.
Casio (Shanghai) Co., Ltd.
Casio India Co., Pvt. Ltd.
Casio Singapore Pte., Ltd.
Casio (Thailand) Co., Ltd.

Americas
Casio Canada Ltd.
Casio America, Inc.
Casio Mexico Marketing, S. de R. L. de C.V.
Casio Brasil Comercio De Produtos Eletronicos Ltda.
Casio Latin America S.A.

Europe
Casio Electronics Co., Ltd.
Casio Europe GmbH
Casio France S.A.
Casio Benelux B.V.
Casio Scandinavia AS
Casio Espana, S.L.
Limited Liability Company Casio
Casio Italia S.r.l.